

National Weather Service – Seattle/Tacoma

A Very Special Invitation...

“Crisis Communications and Media Response Training for Today's Leaders”

Wednesday, May, 17, 2007

9 am – 4 pm

NOAA Western Region Center – Sand Point, Seattle

7600 Sand Point Way NE – Building 9 Auditorium

Cost: \$95

The Seattle office of NOAA's National Weather Service is pleased to invite you to participate in an important and timely seminar presented by Richard Brundage, a widely recognized international crisis communications expert, and former television news anchor.

This seminar prepares your key communicators for any media appearance. In an era where messages move at the speed of light, and any response can be a global statement, Brundage teaches crisis communications as “the demonstration of leadership.” *Recently selected by the State Department to train new U.S. Ambassadors, his message extends far beyond responding to the media – it is “new millennium thinking” about how we communicate with each other.*

Learn:

- What “image” is and how to instill confidence in your audience in a 12-second sound bite.
- How to formulate a message in person, or for print or electronic media.
- What your body language says about you and your organization.
- How to “humanize” your organization in a critical situation.
- Intensive group preparation and actual on-camera performance techniques used by the pros.
- More than 50 techniques for improving your performance in any appearance.

*You will learn from one of the most sought-after speakers today in media and public response communications. Because of the **highly interactive** nature of this seminar, seating will be limited to the first 50 registrants, so please fill out the enclosed registration form and return it to us by fax or mail at your earliest convenience.*

Free handouts include -

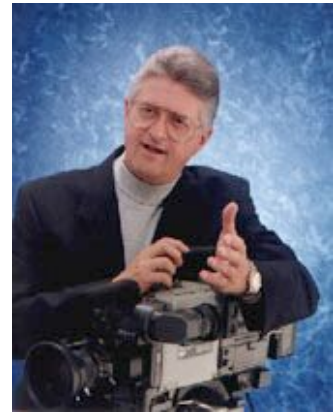
Documents outlining more than 90 effective techniques to improve your performance in any media or public appearance, including 10 questions and answers about "Terrorism and the Media."

Please consider this my personal invitation to pre-register at least two of your leadership personnel in this extraordinary workshop. The cost is only \$95 per person and includes all of the handout materials. For more information, please contact Ted Buehner, Warning Coordination Meteorologist at ted.buehner@noaa.gov

Sincerely,

Dr. Brad Colman
Meteorologist In Charge

“Risk Communications & Media Response Training for Today's Leaders”



This critically-acclaimed seminar was developed by Richard Brundage, a widely recognized international crisis communications expert, former TV news anchor, producer, and director whose programs have appeared on national television. His critically acclaimed, "live-on-camera" seminar - *“Risk Communications and Media Response Training for Today's Leaders,”* has received standing ovations around the world. . From medical, corporate, legal and educational professionals to government, association executives, and industry leaders, Brundage has trained some of the nation's top executives with his insightful, intensive and practical techniques. His uniquely supportive workshops yield immediate and lasting results for all who participate. *He was recently selected by the State Department to train new U.S. Ambassadors, and in 2001, was the only crisis communicator in North America to be featured in the 60-minute television special, "Global Risk Management."* His message extends far beyond responding to the media: It is “New Millennium Thinking” about how we all communicate with each other.

Recent comments from Seminar Participants

“I wish I had participated in this course before I entered public service. I would have been a much more effective communicator!”

— *Senator Daniel Coats, U.S. Ambassador to Germany*

“Riveting! I’ve been in a lot of media training sessions, but this was simply the best!”

— *Stephen Carley, CEO, Universal Studios Hollywood*

“In my 25 years in education as a teacher and administrator, Richard’s workshop ranks at the very top of all the professional training sessions I’ve ever attended.”

— *Mary Ellen Hamer, APR, President, Indiana School Public Relations Association*

“This is the best media-prep course I’ve ever taken. I’m going to review my notes again before my next national book tour.”

— *Lucian K. Truscott IV, author, Army Blue, Heart of War, and the HBO Movie Dress Gray*

Contact

Richard Wm. Brundage, President, Center for Advanced Media Studies
P.O. Box 12266, Overland Park, KS 66282 Phone: 913-375-1777 Fax: 913-381-8785
Email: rbrundage@earthlink.net

“Recent Comments from Seminar Participants”

“Being able to effectively communicate after a terrorist attack is key to managing a crisis. This seminar has certainly raised the bar for courses in our State and will pay BIG dividends to all who attend! Absolutely essential for emergency managers”

**John Aucott, Director
Rhode Island Emergency Management Agency**

“The best seminar of the entire two weeks at the State Department! This should be day one!”

**Bonnie McElveen-Hunter
U.S. Ambassador to Finland**

“In my 25 years in education as a teacher and administrator, Dick’s workshop ranks at the very top of all the professional training sessions I’ve ever attended!”

**Mary Ellen Hamer, President
Indiana School Public Relations Association**

“This was the most realistic, practical, matter of fact course I have attended in many years. Certainly thought provoking and an absolute necessity for ‘risk managers!’”

**Neal Turner, Chief Deputy
Montgomery County Sheriff’s Office
Deputy Coordinator - Emergency Services**

“Paramount! What I learned in two weeks of P.A. school, I learned here in four hours!”

**Commanding Officer
Gulf Region, U.S. Coast Guard**

“I wish I had participated in this course before I entered public service. I would have been a much more effective communicator!”

**Senator Daniel Coats
U.S. Ambassador to Germany**

“Eye-Opening! Well worth the time - Excellent! I thought I knew what I was doing until this course taught me more than I could even think of.”

**Bruce W. Tully, Special Agent in Charge
Diplomatic Security Service - U.S. State Department
Washington, D.C. Field Office**

“The right stuff!” “Valuable tips for maximizing effectiveness in any crisis situation. This was the very best part of the entire Conference.”

**Commanding Officer, U. S. Coast Guard
Houston-Galveston**

“Outstanding Program! HIGH instructor credibility”.

**Allen King
Special Agent, FBI**

“This is the best media-prep course I’ve ever taken. I’m going to review my notes again before my next national book tour”

**Lucian K. Truscott IV
Author of the best-selling novels,
Army Blue, Heart of War, and the HBO Movie Dress Gray**

National Weather Service – Seattle/Tacoma

Seminar Registration Form

“Crisis Communications and Media Response Training for Today's Leaders”

Wednesday, May 17, 2007 - 9 a.m – 4 p.m

NOAA Western Regional Center – Sand Point – Seattle, Building 9 Auditorium

7600 Sand Point Way NE, Seattle, WA, 98115

(Please have photo ID handy at the NOAA gate)

Cost: \$95/person - Registration Deadline: May 9, 2007

For more information call: *Ted Buehner, Warning Coordination Meteorologist*

206-526-6095 x223

Three easy ways to enroll:

➤ **Telephone (credit card only): for Visa and Mastercard,**

Please have complete information ready (refer to bottom of form). Call 206-526-6095 x221.

➤ **Fax (credit card only)**

Fax your completed registration form to 206-526-6094.

➤ **Mail (credit card information or check)**

Return registration form to: National Weather Service, 7600 Sand Point Way NE, Seattle, WA, 98115.

Make checks or purchase orders payable to: “Center for Advanced Media Studies.”

Name: _____

Title and Email Address: _____

Name: _____

Title: _____

Organization: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

Credit Card information

Credit Card #: _____ Expiration date: ____/____

3 digit Security Code on Card: ____ _

Card Billing Address: _____

City: _____ Zip: _____

National Weather Service – Seattle/Tacoma

presents

"Risk Communications & Media Response Training for Today's Leaders"

Principal Instructor: Richard Wm. Brundage, President
Center for Advanced Media Studies

09:00 a.m.

09:10 - **Opening Remarks & Introductions: Host**

09:10 a.m.

10:30: - **Section I: Participants will learn:**

- How to capture 87% of your audience in the first 5 seconds.
- Exercises that create image and impressions
- How to "humanize" your organization in any situation.
- The 4 Instant Lessons of a media interview or speech
- The reporters agenda vs Yours.
- How to handle confrontational interviews or audience questions.
- The 6 "C's" of professional media responding.
- Network videotape examples of editing for "effect".
- The two leading character traits viewers look for in a respondent.
- Pre-interview techniques to insure a good sound bite.
- Theme and bridging techniques to make sure your agenda is heard
- The "Cardinal Rule of Crisis Communications".

10:30 a.m.

10:45 - **Morning Break**

10:45 a.m.

12:00 p.m. - **Section II: Participants will learn:**

- "Fact Sheets"; how to write them and make sure they are used.
- The magic "12 second" window and how it works for you.
- A look at how newsrooms operate and how decisions are made.
- Differences between television, radio and newspaper interviews.
- Creating your "Image"; how and when to do it.
- Writing for the "ear", not the eye.
- How to provide balance to the story - every time.
- "practice makes perfect" exercises for the senior executive.
- How to make sure your message is clearly understood.
- 23 different techniques for improving your performance in any media or public appearance
- Body language techniques used by the pros.
- How never to be taken "out of context" again.

12:00 noon

1:00 p.m. **Luncheon Break**

1:00 p.m.

2:30: - **Section III: Participants will learn:**

"Case Study" analysis. Participants will be divided into small groups and given case studies on which they will prepare responses for. Each case study will represent a real situation, which if improperly responded to, would leave a negative impact on the organization involved. "On-camera" exercises will begin.

2:30 p.m.

2:45 - **Afternoon Break**

2:45 p.m.

3:45 - **Section IV: Participants will learn:**

"Successful techniques for News Conferences" as well as "Case Studies" continue with on-camera exercises. Tapes are played back and critiques are given by instructor. Concentrates on "theme building" and sound bite techniques.

3:45 p.m.

4:00 - **Question and Answer Session**

4:00 p.m. **Seminar Close - Host**